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Identifying users of coupons - by marking set of stamps with code that identifies particular user and then securing stamps on each coupon that user exchanges

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Abstract (Basic): EP 512413 A

The method involves producing a set of identifiers and marking each identifier in the set with a specific identifying indicia. The marked set of identifiers is provided to a user associated with specific identifying indicia. The user is instructed to secure at least one of the identifiers to an item such as a coupon and to obtain a first article using the item.

The identifying indicia are then read. The identifying indicia on each identifier also recorded in a database and the indicia comprises a bar -code .

USE/ADVANTAGE - For identifying users of coupons and other documents for studies of purchasing habits etc. Reduces potential of fraud associated with redemption of coupons etc.

Dwg.1/4
Title Terms: IDENTIFY; USER; COUPON; MARK; SET; STAMP; CODE; IDENTIFY; USER; SECURE; STAMP; COUPON; USER; EXCHANGE
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